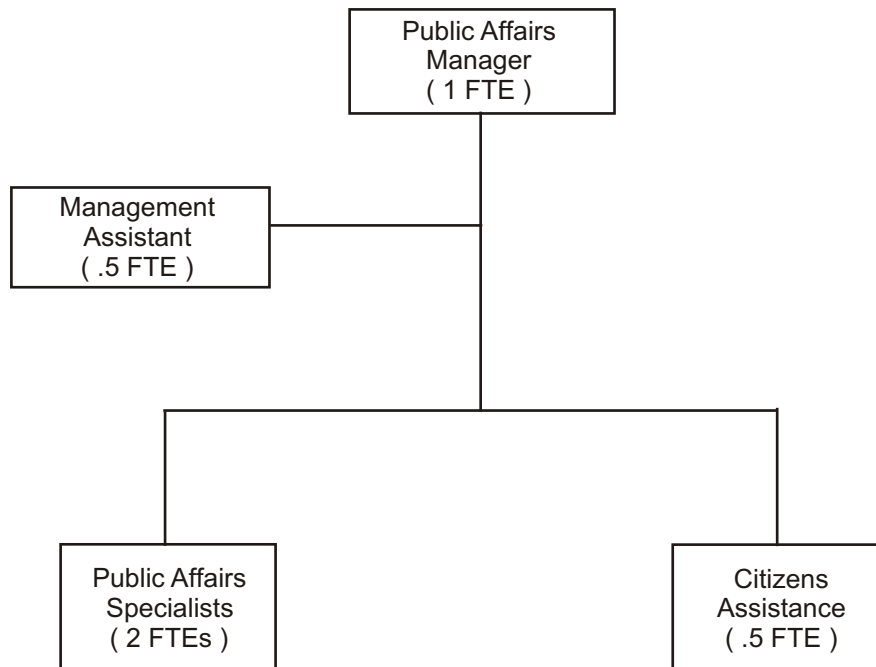




Public Affairs and Citizens Assistance (4 FTEs)



PUBLIC AFFAIRS

Mission

To increase public awareness and understanding of City of Durham government by developing, supporting and managing effective and timely communications regarding services and events.

RESOURCE ALLOCATION

	Actual FY 2000-01	Adopted FY 2001-02	Estimated FY 2001-02	Adopted FY 2002-03	Change
Appropriations					
Personal Services	\$ 216,519	\$ 216,358	\$ 236,198	\$ 247,445	14.4%
Operating	214,743	168,023	141,350	124,163	-26.1%
Capital	-	-	-	-	-
Total Appropriations	\$ 431,262	\$ 384,381	\$ 377,548	\$ 371,608	-3.3%
Full Time Equivalents	4	4	4	4	0
Part-time FTEs	-	-	-	-	-
Revenues					
General Fund					
Discretionary	\$ 431,262	\$ 384,381	\$ 377,548	\$ 371,608	-3.3%
Total Revenues	\$ 431,262	\$ 384,381	\$ 377,548	\$ 371,608	-3.3%

FY 2002-2003 BUDGET ISSUES

- This budget supports external communications efforts including Durham Citizens Newsletter, which is inserted in water bills; a reduced number of Reports to Citizens, inserted in local newspaper; INFO-Corner departmental print advertisements in local newspapers; the CityLife cable television program; promotions of INFO-Line, telephone information service and a revamped student tours program.
- This budget supports internal communications efforts including an online employee newsletter and CityTalks.
- This budget allows for minimal potential to capitalize on the original investment in image campaign "Good Things Are Happening In Durham" that targeted print, television and radio media.

SUPPORT OF CITY COUNCIL PRIORITIES

Managing Growth

- This budget supports media, advertising and community-based venues to communicate and disseminate information to the public about housing, public works, inspections, planning, transportation and environmental issues.

Public Safety

- This budget supports media, advertising and community-based venues to communicate and disseminate information to the public about crime prevention and safety, fire services, emergency communications and parks and recreation programs.

Fiscal Responsibility

- Public Affairs encourages fiscal responsibility by identifying and promoting low-cost opportunities among City departments to disseminate messages to target audiences.
- Public Affairs supports fiscal responsibility by coordinating and reviewing departmental media buys to ensure cost benefit.

DEPARTMENTAL EFFICIENCY MEASURES

- Public Affairs is managing and executing increasing numbers of requests from departments for graphic support and editorial assistance (resulting from new publication standards and reduction of other graphics personnel in other departments).
- Public Affairs is responding to and executing increasing numbers of requests for response letters and speeches from City Manager and Mayor.
- Timely delivery of pertinent e-mails and correspondence to media is a challenge due to the volume of mail and other time-driven responsibilities of Public Affairs staff.

UNFUNDED ITEMS

- | | |
|-----------------------------------|----------|
| • City of Durham Calendar | \$25,000 |
| • Outreach to Hispanic Population | \$11,000 |
-

PROGRAMS

Public Affairs

4 FTEs
\$371,608

The Public Affairs Office manages the communications needs of City of Durham government. While supporting each of the City's communications efforts, the Office of Public Affairs is responsible for implementing and maintaining an organized, centralized and ongoing communications strategy to increase employee and public awareness of services and events through media relations, publications, organizational support, community relations and marketing communications activities.

GOAL: To inform and educate employees and the public about City of Durham services and events through effective communications strategies.

OBJECTIVE: To increase awareness among employees and the public about City of Durham services and events through media relations, community relations and marketing materials.

STRATEGIES: Respond to and initiate media contacts within a mutually agreeable time frame; assist managers in community relations and support production and coordination of marketing materials.

MEASURE:	Actual FY 2001	Adopted FY 2002	Estimated FY 2002	Adopted FY 2003
Number of media calls initiated and responded to	No data	120	120	120
Number of community events attended/presentations	No data	24	24	24
Number of contacts with departmental representatives for media support or communications needs.	No data	80	80	80
Number of calls per month to Infoline information	No data	TBD	TBD	TBD

OBJECTIVE: To increase internal communications in order to enhance employee awareness and support of City of Durham objectives and goals.

STRATEGY: Produce timely communications materials to support organizational needs and to support department leaders in communications needs with employees.

MEASURE:	Actual FY 2001	Adopted FY 2002	Estimated FY 2002	Adopted FY 2003
Provide deliberate opportunities for senior managers to meet with staff		4	4	4
Number of communications with department heads and/or employees to respond to needs and/or provide organizational information or communications materials support	No data	10	15	20
Increase number of employees who feel that the newsletter and Citytalks are effective means of communication.	No data	No data	50%	75%
Number of employees who attend CityTalks	No data	No data	600	660

INITIATIVES COMPLETED FY 2001-2002

- Produced and distributed Citizens Reports and advertising.
- Provided public information consulting services (approx. 10 per month) for departments
- Initiated and/or responded to an average of 40 press contacts per month via press releases, pitches to media or media inquiries (480 for the year)
- Produced 5 major brochures and award-winning calendar to educate and inform the public about City of Durham services
- Conducted media training for department heads/Council
- Developed concept and produced materials for City of Durham Festival Series
- Developed concept and guided production for special events, including: National Night Out, Employee Recognition program, Spring Clean, Earth Day, Human Relations Week, State of Durham Economy, and MLK Highway ribbon cutting
- Developed concept and directed the production of successful September 11 Prayer Vigil event
- Supported/developed materials for Council downsizing education and new Council orientation
- Researched/wrote an average of 3 speeches per month to support City Manager and Mayor (including Downtown Durham Annual meeting and other community/departmental events)
- Initiated, promoted and managed CityTalks Series for City Manager

MAJOR INITIATIVES FY 2002-2003

- Continue "Good Things" campaign through advertising and other promotional activities
- Establish City Government Tours for school-aged children
- Coordinate advertising and media buys citywide to maximize cost efficiency
- Support major recruitment efforts for key City personnel
- Initiate major promotional efforts for Infoline, Citylife and InfoCorner
- Coordinate/support City of Durham events to achieve maximum success
- Strengthen communications efforts to increase awareness of City of Durham internal objectives, services and special events (CityTalks, Community Talks and newsletters)